

## Using the Tobacco-Free Campus Brochures

All CCTPI campuses received a box of tobacco-free campus brochures. We want to provide direction for how to use the marketing pieces to enhance your efforts. Each CCTPI campus is in a different place on the tobacco-free policy spectrum. Below, we have outlined suggestions for how campuses can utilize this tool.

Since the brochures talk specifically about tobacco-free policy, it will be wise to use them in situations where policy may be discussed. We do NOT recommend using the brochures while you are still in the “educating” phase and not talking about policy, specifically.

1.) For campuses still in the education phase:

Do not use the brochures until you have a plan in place. House the brochures until fall when you’ll be prepared to discuss its contents.

2.) For campuses past the education phase:

The tobacco-free campus brochures are designed for a general audience, though they may be most effective with administrators and decision-makers on campus. The talking points within the brochure will be a useful way to present the key concepts of tobacco-free policy and why it is a good idea for campuses. You may want to rehearse a “canned speech” for when you will talk to others about policy change. The brochure will be helpful as you develop your thoughts.

The brochure is also effective when paired with the corresponding Tobacco-Free Campus PowerPoint. When presenting the slides, be sure to distribute the brochures at the same time. This way, people can take something with them when they leave.

Recommended distribution:

- In all cases, be prepared to discuss the brochure with those who receive it. Though there are excellent talking points in the brochure, an individual may have further questions. It is also a good opportunity to network with potential supporters.
- Provide copies to all task force members and ask that members be familiar with the brochure contents.
- Provide copies to all peer educators and ask that members be familiar with the brochure contents.
- Share them with other supporters, such as people who have signed up as supporters of your policy initiative.
- It may be appropriate to provide copies to admissions, alumni and parent relations offices—as both education for those staff members and to provide to people that have questions about the policy initiative.
- Discuss with and provide copies to key administrators and decision-makers in order to reinforce your position.
- Have copies available at tobacco-free policy forums and debates.
- Have copies available at tobacco-free policy-specific support events.

- Have copies available when collecting petition signatures.
- Use as a document to provide to potential allies in the community.
- You do not need to distribute all the brochures this year. You will have ample opportunity to hand out this resource in the 2009-10 academic year, or when you feel it is most appropriate.

NOT recommended:

- Distributing any copies before completion of education on why the need for policy exists
- Stocking brochure racks and information tables, simply to fill them
- Not being strategic about who receives the brochure and why
- Distributing the brochures without a discussion regarding the push for a tobacco-free policy

If you have further questions about how to use the brochures, please contact your BACCHUS liaison.